



**California State Board of Pharmacy**

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STATE AND CONSUMER SERVICES AGENCY

DEPARTMENT OF CONSUMER AFFAIRS

GOVERNOR EDMUND G. BROWN JR.

**Communication and Public Education Committee**

**Ryan Brooks, Chair, Public Member**

**Shirley Wheat, Public Member**

**Ramón Castellblanch, PhD, Public Member**

**Deborah Veale, RPh, Professional Member**

**Rosalyn Hackworth, Public Member**

**The Communications and Public Education Committee met July 17, 2012.**

**a. FOR INFORMATION: New Notice to Consumers Poster as Required by 16 California Code of Regulations Section 1707.6**

Since the beginning of 2012, the Communications and Public Education Committee has been working on the design for the new notice to consumers poster.

The committee as well as the board have seen various designs created by various graphic designers, but none seems to have inspired the enthusiasm needed for a strong decision to move forward with a particular design.

Since the May board meeting where several variations of a proposed design were last reviewed, staff has continued to push for new designs in hopes of securing a more effective poster. The Department of Consumer Affairs Office of Publications, Design and Editing has produced several new poster designs which will be reviewed during the committee meeting.

At its July meeting, the committee may select the final design.

The new poster designs incorporate suggestions made at prior meetings, including to display the board's logo and state seal to reinforce the board's brand, and differentiate the poster from drug advertisements that may also be displayed in a pharmacy.

The posters prominently display the text "California law requires a pharmacist to speak with you every time you get a new prescription" as requested by the committee.

After a new poster design has been selected, the finalized poster will be printed and mailed to all pharmacies. The poster will also be translated into additional languages and made available to any pharmacy that requests a translated poster.

The text which must be printed on the poster is pursuant to 16 California Code of Regulations section 1707.6 is:

§ 1707.6. Notice to Consumers.

(b) The notice shall contain the following text:

NOTICE TO CONSUMERS

California law requires a pharmacist to speak with you every time you get a new prescription.

You have the right to ask for and receive from any pharmacy prescription drug labels in 12-point font.

Interpreter services are available to you upon request at no cost.

Before taking your medicine, be sure you know: the name of the medicine and what it does; how and when to take it, for how long, and what to do if you miss a dose; possible side effects and what you should do if they occur; whether the new medicine will work safely with other medicines or supplements; and what foods, drinks, or activities should be avoided while taking the medicine. Ask the pharmacist if you have any questions.

This pharmacy must provide any medicine or device legally prescribed for you, unless it is not covered by your insurance; you are unable to pay the cost of a copayment; or the pharmacist determines doing so would be against the law or potentially harmful to health. If a medicine or device is not immediately available, the pharmacy will work with you to help you get your medicine or device in a timely manner.

You may ask this pharmacy for information on drug pricing and use of generic drugs.

**b. FOR INFORMATION: Video Option of the New Notice to Consumers (16 California Code of Regulations Section 1707.6)**

The video version of the notice to consumers has been edited to allow each slide to remain on the screen for a minimum of 60 seconds as specified in the requirements. In addition, the board logo and state seal have been incorporated at the bottom of each slide.

The video will be shown at the board's meeting.

The video will be available in DVD format for any pharmacy that requests it and will be available on the board's website. The next edition of The Script will also describe the requirements and how to obtain a copy.

The requirements for the video format are specified below:

§ 1707.6. Notice to Consumers.

(a) In every pharmacy there shall be prominently posted, in a place conspicuous to and readable by a prescription drug consumer, a notice containing the text in subdivision (b). Each pharmacy shall use the standardized poster-sized notice provided or made available by the board, unless the pharmacy has received prior approval of another format or display methodology from the board. The board may delegate authority to a committee or to the Executive Officer to give the approval. As an alternative to a printed notice, the pharmacy may also or instead display the notice on a video screen located in a place conspicuous to and readable by prescription drug consumers, so long as:

- (1) The video screen is at least 24 inches, measured diagonally;
- (2) The pharmacy utilizes the video image notice provided by the board;
- (3) The text of the notice remains on the screen for a minimum of 60 seconds; and
- (4) No more than five minutes elapses between displays of any notice on the screen, as measured between the time that a one-screen notice or the final screen of a multi-screen notice ceases to display and the time that the first or only page of that notice re-displays.

The pharmacy may seek approval of another format or display methodology from the board. The board may delegate authority to a committee or to the Executive Officer to give the approval.

**c. FOR INFORMATION: Format for New Interpreter Services Notice**

The "Point to Your Language" mini poster was slightly modified since the last Communication and Public Education meeting to improve the overall design. Its completed size is that of a piece of paper (8.5" x 11"). It is ready for release publicly, once the board's brand is added to the bottom of the poster.

The poster highlights in the 12 primary languages in use in California -- Arabic, Armenian, Cambodian, Cantonese, Farsi, Hmong, Korean, Mandarin, Russian, Spanish, Tagalog and Vietnamese -- that interpreters will be provided if desired.

The relevant section of the new Notice to Consumers regulation is:

1707.6 (c) Every pharmacy, in a place conspicuous to and readable by a prescription drug consumer, at or adjacent to each counter in the pharmacy where dangerous drugs are dispensed or furnished, shall post or provide a notice containing the following text:

Point to your language. Interpreter services will be provided to you upon request at no cost. This text shall be repeated in at least the following languages: Arabic, Armenian, Cambodian, Cantonese, Farsi, Hmong, Korean, Mandarin, Russian, Spanish, Tagalog, and Vietnamese.

Each pharmacy shall use the standardized notice provided or made available by the board, unless the pharmacy has received prior approval of another format or display methodology from the board. The board may delegate authority to a committee or to the Executive Officer to give the approval.

The pharmacy may post this notice in paper form or on a video screen if the posted notice or video screen is positioned so that a consumer can easily point to and touch the statement identifying the language in which he or she requests assistance. Otherwise, the notice shall be made available on a flyer or handout clearly visible from and kept within easy reach of each counter in the pharmacy where dangerous drugs are dispensed or furnished, available at all hours that the pharmacy is open. The flyer or handout shall be at least 8 1/2 inches by 11 inches.

**d. FOR INFORMATION: Securing Public Comments on the New Label Design and Interpreter Services Requirement**

The board has a mandated report to the Legislature due January 1, 2013, on implementation of the patient-centered labels. Efforts to collect data for this report began in January 2012, and have focused on information collected during board inspections on labels in use and availability of interpreters.

One additional post-implementation piece of patient-centered labels will be collecting and reviewing consumer comments on prescription labels, and whether additional changes would be beneficial. Consumer surveys will be used to solicit consumer feedback using the following questions:

- Are your prescription container labels easy to read?
- What changes would make them better?
- What information on the label is most important to you?
- Are the directions for taking the medicine clear and easy to understand?
- Do you know why you take each of your prescription medicines?
- Would you like the general reason why you take the medicine to appear on the label (e.g., for pain, for infection, etc.)?

The board will encourage pharmacies and others to assist with having consumers complete the surveys.

The board also committed that by December 31, 2013, it would reconsider all requirements put in place as part of the patient-centered labeling and interpreter requirements to evaluate if changes in the requirements are needed.

**e. FOR INFORMATION: Update on the Board's Public Education Materials**

In late April, the board hired a new public information officer, Jan Jamison. In recent weeks, Ms. Jamison has begun an assessment of the board's current public education materials. This process includes updating existing consumer education materials and fact sheets, as well as identifying new materials needed to address current and relevant public pharmaceutical issues.

There are several new consumer education brochures in the works. These include *Teen Prescription Drug Abuse*, *Teen Abuse of Synthetic Cannabinoids*, *Prescription Drug Abuse* and *Purchasing Pet Meds Safely from Online Pharmacies*. Several more topics have been identified and brochures will be developed on an ongoing basis.

As part of the design process for the notice to consumers, board staff has been working with the Department of Consumer Affairs Office of Publications, Design and Editing to develop a brand identity for the Board of Pharmacy. This will include the development of a standardized menu of logo blocks and a consistent design look-and-feel for all printed publications and consumer education materials. The intent is to design brochures and fact sheets into a tri-fold format to allow for easier handling and better presentation.

Two national events are planned in coming months that will provide an opportunity for public relations and consumer outreach activities. Wake up to Medicine Abuse Week is a week-long collaboration sponsored by the Partnership at Drugfree.org and Cardinal Health, scheduled for September 23-29. American Pharmacists Month is scheduled for the month of October, where in prior years, the focus of the campaigns has been on "talk to a pharmacist." These public campaigns may be a good time for the board to promote the new notice to consumers, interpreter availability and new prescription label requirements. There is also another DEA-sponsored consumer drug back day planned for the end of September that could be part of the promotions.

A new board website design is currently in the planning stages that is consistent with the new design selected by the Governor. The color palette has been selected from a menu of approved state templates and new site architecture is being developed. The new architecture will be simplified and designed to be intuitive and easy to navigate. All content will be updated and refreshed as necessary.

**f. FOR INFORMATION: Update on *The Script***

The August 2012 issue of *The Script* is currently undergoing legal review, and should be released in August. The issue will focus on application of laws and the forthcoming e-pedigree requirements. It also lists the multiple disciplinary decisions taken by the board since the beginning of 2012.

The issue will focus on items related to the patient-centered labeling project; specifically:

1. the new notice to consumers poster that should be released and mailed to pharmacies later this summer,
2. the option to use the video format of the notice to consumers (and how to obtain the video),
3. the mini-poster notice of the availability of interpreters, and
4. how to request an exemption to display a pharmacy's own video or interpreter availability mini-poster.

**g. FOR INFORMATION: Public Outreach Activities Conducted by the Board**

State government continues to be subject to a travel freeze that restricts all but the most essential travel. Moreover, the Department of Consumer Affairs must still preapprove all travel where a travel claim will be submitted. This has restricted board operations in all areas, including public and licensee outreach.

Public and licensee outreach activities performed during the fourth quarter of fiscal year 2011/12 include:

- April 13 – Executive Officer Herold provides a presentation on the board's enforcement program and consumer protection initiatives to UCSF students
- May 9 – Executive Officer Herold provides a presentation on the board's enforcement program to Ralphs' pharmacy managers
- May 17 – Executive Officer Herold provides a webinar training on California's e-pedigree laws for RfXcel
- June 13 – Supervising Inspector Hunt, Association Analyst Sue Durst and Public Information Officer Jan Jamison attend a Senior Scam Stopper Seminar in Stockton. Dr. Hunt provided a presentation on consumer awareness involving pharmacy services, and Ms. Durst and Jamison staffed an information booth.
- June 19 --- Executive Officer Herold provides a webinar training on California's e-pedigree laws for Axway
- June 20 – Inspector De'Bora White presents information about the board's enforcement program to pharmacists attending at CE program in Pasadena.

**h. FOR INFORMATION: Fourth Quarterly Update on the Committee's Goals for 2011-12**

## COMMUNICATION AND PUBLIC EDUCATION COMMITTEE

**Goal 4:** Provide relevant information to consumers and licensees.

**Outcome:** Improved consumer awareness and licensee knowledge.

<b>Objective 4.1</b>	Develop a minimum of 10 communication venues to the public by June 30, 2011.
<b>Measure:</b>	Number of communication venues developed to the public.
<b>Tasks:</b>	<ol style="list-style-type: none"> <li> <b>Assess the effectiveness of the board's educational materials and outreach: survey consumers to identify whether board-produced materials are valued and what new materials are desired.</b>  <i>2006-2007: Staff conducts assessment of the board's consumer outreach written materials. Material is identified for revision and update, future development, or evaluation for continued need.</i>  <i>2007-2008: Board publishes new board brochure and complaint brochure, and redesigns several board brochures into new single-page, format.</i> </li> <li> <b>Restructure the board's website to make it more user friendly.</b>  <i>2006-2007: Website modified to contain lists of disciplinary actions finalized each quarter and permit online access to public documents regarding board disciplinary actions taken against a licensee.</i>  <i>Links added to obtain various information regarding medication safety, and drug interactions, and information from FDA regarding Medications and Medical Devices.</i>  <i>Work Initiated on new website design to meet new state design standards.</i>  <i>2007-2008: New website design completed in November 2007.</i>  <i>Web page created consolidating all information on e-pedigree into one place.</i>  <i>1st Qtr 09/10: Regulation section of the board's Web site updated to improve presentation and readability.</i>  <i>Status of board licensees on probation changed from "active" to "disciplined".</i>  <i>3rd Qtr 09/10: Updated website template to conform with new directive from Governor.</i>  <i>3rd Qtr 10/11: Committee begins project to redesign how board publications are listed on website. Changes to be made when state agencies shift to new website design approved by the Governor's office.</i>  <i>Meeting held with Webmaster, two Board Members, and Executive Officer regarding making the forms/publications page of website more user friendly.</i> </li> <li> <b>Work with the California Health Communication Partnership on integrated public information campaigns on health-care topics.</b>  <i>2006-2007: Committee continues collaboration with the partnership whose fall campaign is screening for prostate and breast cancer. Plans underway to work to promote generic drugs in the future.</i>  <i>No additional meetings scheduled after January 2007.</i> </li> </ol>

	<p>4. <b>Continue collaboration with schools of pharmacy for pharmacist interns to develop consumer fact sheets on health topics.</b></p> <p><b>2006-2007:</b> <i>Nine previously developed fact sheets are sent to a translation service to develop Spanish, Chinese, and Vietnamese versions of these materials. Four new fact sheets developed and undergoing review by the board.</i></p> <p><b>2007-2008:</b> <i>The committee determines that the board will expand the project beyond the Center for Consumer Self Care to include students from other Schools of Pharmacy.</i>  <i>Meanwhile discussion with UCSF lead to request for funding to continue project.</i>  <i>Meanwhile board seeks to establish intern projects with other schools of pharmacy.</i></p> <p><b>1st Qtr 08/09:</b> <i>Letter to Deans of California's pharmacy schools mailed.</i></p> <p><b>1st Qtr 09/10:</b> <i>Staff prepare to initiate program using intern coordinators at school of pharmacy campuses in California.</i></p> <p><b>4th Qtr 09/10:</b> <i>UCSD submits fact sheets for board consideration.</i>  <i>Western, USC and California North State all anticipate programs beginning in fall 2010.</i></p> <p><b>2nd Qtr 10/11:</b> <i>Fact sheets received from UOP and UCSD, additional editing needed.</i></p> <p>5. <b>Develop a Notice to Consumers to comply with requirements of AB 2583 (Nation, Chapter 487, Statutes of 2006) on patients' rights to secure legitimately prescribed medication from pharmacies.</b></p> <p><b>2006-2007:</b> <i>Governor signs AB 2583.</i>  <i>Committee advances draft regulation text for comment at the October Board Meeting. Board votes to create a second Notice to Consumers poster vs. adding additional language to current poster.</i>  <i>Committee refines language to be advanced to the board. Board reviews, modifies, and sets for regulation notice the proposed language for a second Notice to Consumers poster.</i></p> <p><b>2007-2008:</b> <i>New "Notice to Consumers" approved by board and later by the Office of Administrative Law.</i>  <i>New design and layout for two new Notice to Consumer posters are selected.</i></p> <p><b>1st Qtr 08/09:</b> <i>New posters are mailed to California pharmacies.</i></p> <p><b>2nd Qtr 08/09:</b> <i>Posters are translated into several languages and made available on the board's website.</i></p> <p>6. <b>Evaluate the practice of pill splitting as a consumer protection issue.</b></p> <p><b>2006-2007:</b> <i>Board holds discussion of pill splitting issues during January and April 2007 Board Meetings.</i></p> <p><b>2007-2008:</b> <i><u>The Script</u> newsletter contains an article for pharmacists on pill splitting and a Fact Sheet for consumers is completed.</i></p> <p>7. <b>Evaluate the SCR 49 Medication Errors Report for implementation.</b></p> <p><b>2006-2007:</b> <i>Communication and Public Education Committee reviews SCR 49 report and board has presentation of the SCR 49 report.</i></p> <p><b>2007-2008:</b> <i>SB 472 enacted to require the board to standardize container labels into a patient friendly format by 2011.</i></p> <p><b>Feb. 2009:</b> <i>SB 470 introduced to add "purpose" to the prescription container's label.</i></p> <p><b>Sept. 2009:</b> <i>SB 470 is enrolled and sent to the Governor.</i></p>
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8. Develop patient-centered standardized prescription container labels by 2011 pursuant to SB 472 (Corbett, Chapter 470, Statutes of 2007).
  - Oct. 2007:* Board president appoints members to subcommittee.
  - Jan. 2008:* Board readies plans for six public hearings statewide during 2008
  - April 2008:* First meeting in Fremont on April 12. Approximately 40 people attend.
  - Apr. - Jul. 08:* Board attends health fairs and interviews patients for information on how to improve prescription labels. Survey available on board's website. 123 surveys completed.
  - July 2008:* Board Inspector Bayley and Associate Analysts Durst and Abbe staff a resource table at the Lotus Festival in Los Angeles and interview attendees about their prescription labels as part of the board's initiative to implement a patient-centered prescription label.
  - Aug. 2008:* Associate Analysts Durst and Abbe and Assistant Executive Officer Sodergren staff the department's booth at the State Fair and distribute brochures, respond to public questions and elicit suggestions to improve the labeling on prescription labels.
  - Oct. 2008:* Board Member Powers provides information and conducted labeling surveys of those attending CARA's annual meeting. Publications Coordinator Abbe attends Celebrando Nuestra Salud to conduct labeling surveys of those in attendance.
  - Nov. 2008:* Board sponsors public forum on health literacy and designing patient-centered labels. National experts provide information.
  - Dec. 2008:* Board Executive Officer participates on National Association of Boards of Pharmacy task force to develop national standards for patient-centered labels. Board and CPhA develop joint survey for administration via listeners of radio stations on patient medication labels.
  - Jan. 2009:* Over 600 consumer surveys submitted; SB 472 Subcommittee meets to begin developing regulations. Radio surveys add 1,800 additional survey responses. Subcommittee holds afternoon meeting in San Diego.
  - March 2009:* Evening meeting held on SB 472 task force draws a few more public attendees. Ongoing surveys from consumers continues.
  - July 2009:* Draft regulation language discussed by board.
  - Aug. 2009:* Draft regulation language discussed by board.
  - 2nd Qtr 09/10:* Board holds informational hearing, finalizes language and releases regulation for 45-day comment period.
  - Dec. 2009:* Board submits required report to Legislature on implementation to date of SB 472's provisions.
  - Jan. 2010:* Board holds regulation hearing and make text changes to be released for 15-day comment period.
  - Feb. 2010:* Board meets and deliberates on proposed modified text. Text released for 15-day comment period after meeting from February 22 - March 10, 2010.
  - April 2010:* Board meets and discusses the more than 1,200 comments received.
  - June 2010:* Board adopts regulation as noticed on February 22, 2010.
  - Nov. 2010:* Office of Administrative Law approves regulation.
  - Jan. 2011:* Regulation takes effect.

	<p>9. Address and promote licensee and public education on minimizing prescription errors.</p> <p><i>July 2008:</i> Forum on medication errors held as part of board meeting. Michael Cohen, Institute of Safe Medical Practices, John Keats, California Patient Action Coalition, and Lorian deMartini, California Department of Public Health, talk about activities of their organizations to prevent errors. Board Inspector Orlandella represented the board on a panel to a group of seniors in Roseville, California.</p> <p><i>Jan. 2009:</i> Board publishes medication errors segment in its newsletter, <u>The Script</u>, describing several medication errors investigated by the board.</p> <p><i>June 2009:</i> Enforcement Committee hears presentation on board investigations of medication errors during 2008/2009.</p> <p><i>June 2010:</i> Executive Officer attends meeting, convened by the California Pharmacy Foundation, discussing ways to reduce medication errors in pharmacies.</p> <p><i>April 2011:</i> The Board of Pharmacy and Drug Enforcement Administration host a day-long seminar on Diversion of Controlled Substances "What every pharmacist should know to prevent diversion" in Los Angeles. Executive Officer Herold provides an update on board activities to senior executive members of the Healthcare Distribution Management Association in a Sacramento meeting.</p> <p>10. Educate consumers about steps they can take to prevent receiving a medication error.</p> <p><i>2nd Qtr 09/10:</i> Board develops and distributes 3-minute video tape on how patients can prevent receiving a medication error. Video placed on the board's Website.</p>
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Objective 4.2	Develop 10 communication venues to licensees by June 30, 2011.
Measure:	Number of communication venues developed to licensees.
Tasks:	<p>1. Publish <u>The Script</u> two times annually.</p> <p><i>Jul. 2008:</i> <u>The Script</u> published, placed online and mailed to pharmacies and wholesalers.</p> <p><i>Apr. 2009:</i> "February" issue of <u>The Script</u> published, placed online and mailed to pharmacies and wholesalers.</p> <p><i>Jul. 2009:</i> "July" issue of <u>The Script</u> written and undergoing review.</p> <p><i>Jan. 2010:</i> "July" issue of <u>The Script</u>, now finalized.</p> <p><i>March 2010:</i> Titled as "February 2010" <u>The Script</u> published and released. Future issues will be released online.</p> <p><i>Sept. 2010:</i> "September" issue released online only; this is the first issue not printed and mailed.</p> <p><i>Feb. 2011:</i> Articles developed and submitted to DCA for review.</p> <p><i>July 2011:</i> "July" issue of <u>The Script</u> released online.</p> <p><i>March 2012:</i> "March" issue of <u>The Script</u> released online.</p> <p>2. Develop board-sponsored continuing education programs in pharmacy law and coordinate presentation at local and annual professional association meetings throughout California.</p> <p><i>2006-2007:</i> The board's members, supervising inspector and executive officer provide 22 CE and licensee educational seminars during the year.</p> <p><i>2007-2008:</i> The board's members, supervising inspector and executive officer provide at least 10 CE and licensee educational seminars during the year.</p> <p><i>1st Qtr 08/09:</i> Board Member Goldenberg provides information about pharmacy law to medical staff at the Jewish Home Hospital in Los Angeles. President Schell speaks on requirements regarding conscience provisions in California law at Loma Linda University.</p> <p><i>2nd Qtr 08/09:</i> Executive Officer Herold speaks to the CSHP's Board of Directors about the board's heparin inspections. Executive Officer Herold speaks to CSHP's Seminar on Board legislative and regulation activities. Assistant Executive Officer Sodergren and Supervising Inspector Ratcliff staff an informational booth at CSHP's Seminar. Executive Officer Herold speaks to CSHP's Seminar on the heparin inspections conducted with the California Department of Public Health in California Hospitals. Executive Officer Herold speaks to CSHP's Seminar on California's e-pedigree requirements.</p>

	<p><b>3rd Qtr 08/09:</b> Executive Officer Herold and Board President Schell provide three presentations at the California Pharmacists Association's Outlook on the Board of Pharmacy, major issues before the board and medication errors. Supervising Inspector Ratcliff provides a presentation about pharmacy law to 70 students at Loma Linda's School of Pharmacy. President Schell provides a presentation on Board of Pharmacy issues to the San Diego CPhA meeting. Supervising Inspector Ratcliff presents information on "How to Survive a Board Inspection" to 80 pharmacists at a Vietnamese Pharmacist Association. Board President Schell provides a presentation to UCSF School of Pharmacy on ethics and integrity in pharmacy. Executive Officer Herold and President Schell present a 1.5 hour CE lecture on the Board of Pharmacy at that CPhA's annual meeting. Supervising Inspector Ratcliff and Assistant Executive Officer Sodergren staff a booth at the CPhA's annual meeting answering pharmacy law and licensing questions. Executive Officer Herold and President Schell discuss the role of a regulatory agency in investigating and preventing medication errors as CPhA's annual meeting. Executive Officer Herold provides presentation to UCSF and UCSD students in a first year pharmacy school law class. President Schell provides a presentation to students at the USC School of Pharmacy.</p> <p><b>4th Qtr 08/09:</b> Executive Officer Herold presented information about the Board of Pharmacy and ongoing projects at a California Society of Health-System Pharmacists Town hall meeting at Loma Linda for 80 pharmacists. Executive Officer Herold presented information about the Board of Pharmacy and ongoing projects at a CSHP Town hall meeting at UOP for 60 pharmacists.</p> <p><b>1st Qtr 09/10:</b> Executive Officer Herold presented at CSHP Board of Directors Meeting. Supervising Inspector Nurse presented at CPhA's Long Term Care Board Meeting. Executive Officer Herold presented at CSHP Sacramento Valley Chapter Meeting.</p> <p><b>3rd Qtr 09/10:</b> Board inspectors provided five continuing education sessions on pharmacy law or inspections. Additionally the board staffed an information booth at CPhA's annual meeting. Executive Officer Herold provided an update on 2010 pharmacy law changes, and Executive Officer Herold and President Schell provided an update on Board of Pharmacy activities underway and during 2009.</p> <p><b>4thQtr 09/10:</b> Executive Officer Herold and Supervising Inspector Ratcliff presented information about the Board of Pharmacy and answered questions about pharmacy law to 60 Costco Northern California pharmacy managers.</p> <p><b>1st Qtr 10/11:</b> Inspector Wong provided information about Board of Pharmacy enforcement activities to students at California Northstate School of Pharmacy.</p>
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	<p><b>2nd Qtr 10/11:</b> <i>Executive Officer Herold presented information about the 2010 legislative year at Seminar 2010, the annual meeting of the California Society of Health System Pharmacists (CSHP) in San Francisco.</i></p> <p><i>Executive Officer Herold and Inspector Hokana staffed the board's public information booth at CSHP's Seminar 2010.</i></p> <p><i>Executive Officer Herold presented information on e-prescribing and e-prescribing of controlled drugs to attendees of a CalERx Conference in Oakland.</i></p> <p><i>Executive Officer Herold provided a presentation on California's patient-centered prescription container label requirements at a quarterly meeting of the California Hospital Association's Medication Safety Committee.</i></p> <p><b>3rd Qtr 10/11:</b> <i>Supervising Inspector Nurse provides information to students at Loma Linda's School of Pharmacy.</i></p> <p><i>Supervising Nurse provides training regarding the board's investigations and regulatory jurisdiction at Orange County Med Board and Drug Officer training.</i></p> <p><i>Board staffs a booth at CPhA's annual meeting, Outlook.</i></p> <p><i>Board President Weisser and Executive Officer Herold provided an update about Board of Pharmacy activities and a Town Hall for questions and answers at Outlook. The two presentations comprised three hours of contact time.</i></p> <p><i>Executive Officer Herold provides a presentation on California's e-pedigree requirements via video conference to FDA's Track and Trace Workshop.</i></p> <p><i>Executive Officer Herold provides a presentation at a statewide annual meeting of California district and city attorney's offices that handle consumer protection cases about the types of cases investigated by the board including California's serious drug diversion and prescription abuse issues.</i></p> <p><i>Executive Officer Herold participates as a trainer in the day-long DCA Board Member Orientation and Training.</i></p> <p><i>Supervising Inspector Ratcliff provides training about the board, clinics and Title X in Orange County.</i></p> <p><i>Executive Officer Herold provides a presentation about California's identification of the heparin recall failures in 2008 and participates in a two-day workshop hosted by the PEW Trust in Washington DC.</i></p> <p><i>Supervising Inspector Ratcliff provides a webinar to Providence Hospital pharmacists.</i></p> <p><i>Supervising Inspector Dang gave a presentation on "Surviving as the Pharmacist-in-Charge" at Western University.</i></p> <p><i>Inspector Bailey provides information on "How to Survive a Board Inspection" to the Korean Pharmacists Association.</i></p>
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**4th Qtr 10/11:** Executive Officer Herold provides a presentation to UCSF students about Board of Pharmacy activities.  
Executive Officer Herold meets with a delegation from Japan regarding California's e-pedigree requirements.  
The Board of Pharmacy and Drug Enforcement Administration host a day-long seminar on Diversion of Controlled Substances "What every pharmacist should know to prevent diversion" in Los Angeles.  
Assistant Executive Officer Sodergren provides an update to the CSHP Board of Directors about Board of Pharmacy activities.  
Executive Officer Herold, Supervising Inspector Nurse and Inspector Sakamura provide information to the consumer law attorneys of Southern California District and City Attorneys about the board's investigations and regulatory jurisdiction.  
Supervising Inspector Dang provides a CE presentation on new pharmacy laws to over 70 pharmacists at an association meeting in Los Angeles.  
Executive Officer Herold provides a presentation on California's patient-centered labeling requirements to over 100 individuals at the annual Ralphs manager meeting in Orange County.  
Executive Officer Herold provides a presentation to over 100 attendees on the board's citation and fine and enforcement programs at the CPhA Celebrate Pharmacy Conference in Oakland. Board Inspector Hunt provides a presentation on responsibilities on how to survive a board inspection and the roles of a PIC at the same conference. New Supervising Inspector Young also provides a presentation on addressing prescription drug abuse.  
Executive Officer Herold participates in the mandatory DCA day-long training for new board members in Los Angeles on the roles of the executive officer, roles of a board member, and the components of the state enforcement, legislative and budget programs in operation at the boards.  
Executive Officer Herold provides a Webinar-like presentation at an Axway conference in New Jersey on California's e-pedigree requirements.  
Executive Officer Herold participates in a conference call of western states' pharmacy board directors hosted by the NABP. This call was initiated at Ms. Herold's request to allow discussion of regulatory issues involving neighboring states.  
Executive Officer Herold tapes a "postscript blog" with Community Catalyst in Washington DC on the security of the pharmaceutical supply chain and the issues identified in California surrounding the 2008 heparin recalls. This is part of the PEW Trust's forthcoming report on the 2008 heparin contamination which affected the supply of heparin in the US.

**1st Qtr 11/12:** Executive Officer Herold and President Weisser attend the CSHP's Board of Directors meeting in Sacramento to provide an update on board activities.  
Executive Officer Herold provides a Webinar on California's e-pedigree requirements to a conference hosted by the National Coalition of Pharmaceutical Distributors.  
Executive Officer Herold attend a California Pharmacy Council Meeting to discuss pharmacist manpower today and in the future.

	<p><b>2nd Qtr 11/12:</b> <i>Executive Officer Herold provided a major presented on 2012 Pharmacy Law changes to attendees of CSHP Seminar.</i>  <i>Executive Officer Herold provides a presentation at the Sacramento Valley Society of Health Systems Pharmacists meeting on 2012 changes to California pharmacy law and major current initiatives before the board.</i></p> <p><b>3rd Qtr 11/12:</b> <i>Presentation on the board's enforcement program's components and new pharmacy laws for 2012 to 80 pharmacists at the Sacramento Valley Pharmacists Association Meeting.</i>  <i>Board President Weisser and Executive Officer Herold provide a presentation on the board's enforcement program at the California Pharmacists Association Meeting in Sacramento; this presentation had the largest attendance of any at the conference (179).</i>  <i>Supervising Inspector Nurse does a presentation at Loma Linda University on the requirements of being a PIC and how to prevent drug diversion to students and faculty.</i></p> <p><b>4th Qtr 11/12:</b> <i>Executive Officer Herold provides a presentation on the board's enforcement program and consumer protection initiatives to UCSF students</i>  <i>Executive Officer Herold provides a presentation on the board's enforcement program to Ralphs' pharmacy managers</i>  <i>Executive Officer Herold provides a webinar training on California's e-pedigree laws for RfXcel</i>  <i>Executive Officer Herold provides a webinar training on California's e-pedigree laws for Axway</i>  <i>Inspector De'Bora White presents information about the board's enforcement program to pharmacists attending at CE program in Pasadena.</i></p>
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	<p><b>3. Maintain important and timely licensee information on website.</b></p> <p><b>2006-2007:</b> <i>Added 50-year pharmacist recognition pages as a special feature. Updated license totals. Added enforcement actions for effective dates between April 1 and June 30, 2005. Changed definitions on license lookup to clarify license status. Sent out more than 50 subscriber alert notifications to the board's e-mail notification list. Unveiled new website of the board, and created new web links. Revised and added new fax and contact information to speed communication with appropriate enforcement and licensing staff. Added frequently asked questions on emerging contraception. Updated the board's online lawbook. Created a page dedicated to drug alerts and recalls. Sent out three disaster response subscriber alerts regarding the Southern California wildfires to the board's e-mail notification list. Created a page dedicated to e-pedigree information and laws. Updated the 2008 lawbook. Added two sets of comments submitted to the FDA in support of a unique identifier and on promising technologies for prescription drug identification, validation, track and trace or authentication to e-pedigree page. Added survey of patients for prescription container labels. Added page for subscription to board mailing list.</i></p> <p><b>1st Qtr 08/09:</b> <i>Updated information regarding release of exam results. Added enforcement actions for the effective dates between July 1 and September 30, 2008. Added two recall notifications to FDA recall page. Posted board and committee meeting agendas and materials. Sent out 24 subscriber alert notifications to the board's email notification list.</i></p> <p><b>2nd Qtr 08/09:</b> <i>Updated online renewal forms for individual licenses. Created information on CURES page. Created a survey page for public opinion on how to improve prescription labels (SB 472) in English and Spanish. Added three recall notifications to FDA recall page. Posted board and committee meeting agendas and materials. Sent out 20 subscriber alert notifications to the board's email notification list.</i></p> <p><b>3rd Qtr 08/09:</b> <i>Began process of making all PDFs on board's website accessible for the visually impaired. Added four recall notifications to FDA recall page. Posted board and committee meeting agendas and materials. Sent out 27 subscriber alert notifications to the board's email notification list. Posted latest edition of <u>The Script</u>. Board mails letter pursuant to SJR 19 (Ridley-Thomas, Statutes of 2008) regarding prohibition of healing arts licensees not to engage in torture.</i></p>
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	<p><b>4th Qtr 08/09:</b> Continued making all PDFs on board's website accessible for the visually impaired.  Updated lawbook to 2009 edition.  Added four recall notifications to FDA recall page.  Posted board and committee meeting agendas and materials.  Sent out 26 subscriber alert notifications to the board's email notification list.</p> <p><b>1st Qtr 09/10:</b> Updated information regarding release of exam results.  Added enforcement actions and accusations for the effective dates between July 1 and September 30, 2009.  Made Pending Regulations page more user friendly.  Posted board and committee meeting agendas and materials.  Sent out 16 subscriber alert notifications to the board's email notification list.</p> <p><b>2nd Qtr 09/10:</b> Added enforcement actions and accusations for the effective dates between Oct 1 through Dec 31, 2009.  Posted board and committee agendas and materials.  Sent out 28 subscriber alert notifications to the Board's email subscriber list.  Migrated subscriber list to new software program and created an additional subscriber list for emergency compounding.</p> <p><b>3rd Qtr 09/10:</b> Added enforcement actions and accusations for the effective dates between January 1 through March 31, 2010.  Updated lawbook to 2009 edition.  Posted board and committee agendas and materials.  Sent out 17 subscriber alert notifications to the Board's email subscriber list.  Created online Change of Address form.</p> <p><b>4th Qtr 09/10:</b> Added enforcement actions and accusations for the effective dates between April 1 through June 30, 2010.  Posted board and committee agendas and materials.  Sent out 16 subscriber alert notifications to the Board's email subscriber list.</p> <p><b>1st Qtr 10/11:</b> Added enforcement actions and accusations for the effective dates between July 1 and September 30, 2010.  Updated information regarding release of exam results.  Continued making all PDFs on board's website accessible for the visually impaired.  Updated lawbook to 2010 edition.  Added 2 recall notifications to FDA recall page.  Posted board and committee meeting agendas and materials.  Sent out 24 subscriber alert notifications to the board's email notification list.  Posted latest edition of The Script.</p> <p><b>2nd Qtr 10/11:</b> Added enforcement actions and accusations for the effective dates between October 1 and December 31, 2010.  Updated information regarding release of exam results.  Continued making all PDFs on board's website accessible for the visually impaired.  Added 30 recall notifications to FDA recall page.  Posted board and committee meeting agendas and materials.  Sent out 53 subscriber alert notifications to the board's email notification list.</p>
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	<p><b>3rd Qtr 10/11:</b> Added enforcement actions and accusations for the effective dates between January 1 and Marcy 31, 2011.  Updated information regarding release of exam results.  Continued making all PDFs on board's website accessible for the visually impaired.  Posted board and committee meeting agendas and materials.  Sent out 78 subscriber alert notifications, of which 67 were recall notices, to the board's email notification list.</p> <p><b>4th Qtr 10/11:</b> Added enforcement actions and accusations for the effective dates between April 1 and June 30, 2011.  Updated information regarding release of exam results.  Continued making all PDFs on board's website accessible for the visually impaired.  Posted board and committee meeting agendas and materials.  Sent out 51 subscriber alert notifications, of which 28 were recall notices, to the board's email notification list.</p> <p><b>1st Qtr 11/12:</b> Added enforcement actions and accusations for the effective dates between July 1 and September 30, 2011.  Updated information regarding release of exam results.  Posted board and committee meeting agendas and materials.  Sent out 81 subscriber alert notifications, of which 62 were recall notices, to the board's email notification list.</p> <p><b>2nd Qtr 11/12:</b> Added enforcement actions and accusations for the effective dates between October 1 and December 31, 2011.  Updated information regarding release of exam results.  Posted board and committee meeting agendas and materials.  Sent out 63 subscriber alert notifications, of which 41 were recall notices, to the board's email notification list.  Updated all licensing applications and self assesment forms.</p> <p><b>3rd Qtr 11/12:</b> Added enforcement actions and accusations for the effective dates between January 1 and March 31, 2012.  Updated information regarding release of exam results.  Posted board and committee meeting agendas and materials.  Sent out 93 subscriber alert notifications, of which 54 were recall notices, to the board's email notification list.</p> <p><b>4th Qtr 11/12:</b> Added enforcement actions and accusations for the effective dates between April 1 and June 30, 2012.  Updated information regarding release of exam results.  Posted board and committee meeting agendas and materials.  Sent out 79 subscriber alert notifications, of which 56 were recall notices, to the board's email notification list.</p>
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Objective 4.3	Develop communication venues for other health care professionals (e.g., physicians, nurses).
Measure:	Number of communication venues developed to other health care professionals.
Tasks:	<p><i>2nd Qtr 10/11: Worked with Medical Board to produce guidance document for pharmacies and prescribers on the DEA's requirements for e-prescribing controlled drugs.</i></p> <p><i>3rd Qtr 11/12: Board agrees to work with the Medical Board on a co-sponsored Pain Summit at the end of 2012.</i></p>

Objective 4.4	Participate in 12 forums, conferences and public education events annually.
Measure:	Number of forums participated.
Tasks:	<p>1. <b>Participate in forums, conferences and educational fairs.</b></p> <p><b>1st Qtr 09/10:</b> Board President Schell volunteers in "Standdown" an event for homeless veterans in San Diego and dispensed prescriptions and counseled patient's regarding their medications.  Executive Officer Herold makes a presentation on patient-centered medication labels during a "Women in Government Conference" in San Diego. The group was comprised of female legislators representing the western United States.  Board President Schell makes a presentation to the Indian Pharmacist Association about board activities.  Supervising Inspector Nurse makes a presentation to the California Pharmacists Associations Long Term Care Board regarding DEA and CURES compliance issues.  Executive Officer Herold makes a presentation on California e-pedigree requirements to Logipharma to a group of manufacturers.  Executive Officer Herold makes a presentation on California e-pedigree requirements to Specialty Pharma to a group of contract drug manufacturers.</p> <p><b>2nd Qtr 09/10:</b> Executive Officer Herold presents information on e-pedigree requirements to Healthcare Distributors Management Association's Track and Trace Conference.  Executive Officer Herold provides CE presentation on medication errors as part of a day long conference at California Northstate College of Pharmacy.  Executive Officer Herold provides a presentation on "take back" drugs to 20 rural California County Governments.  Executive Officer Herold provides CE presentation on activities of the board the Sacramento Valley Society of Health Systems Pharmacists.  Supervising Inspector Dang provides a CE presentation to a group of pharmacists in Orange County.  Executive Officer Herold provides information about the board's patient-centered label requirements to CPhA's Long Term Care Committee.  Executive Officer Herold and President Schell attended California Hospital Association's Hospital Drug Distribution Meeting in Sacramento.</p>

	<p><b>3rd Qtr 09/10:</b> <i>Executive Officer Herold did a Webinar on California's e-pedigree requirements hosted by IBS.</i></p> <p><i>Executive Officer Herold and Assistant Executive Officer Sodergren did a presentation to 200 California NorthState School of Pharmacy students on the board's enforcement program.</i></p> <p><i>Supervising Inspector Nurse provided information to 50 consumers about medication discount plans, Internet purchase of drugs, counterfeit drugs and obtaining medication safety.</i></p> <p><i>President Schell provided information at UCSF about pharmacy at Career Day.</i></p> <p><i>Supervising Inspector Nurse provided a presentation on pharmacy law to Loma Linda students.</i></p> <p><i>President Schell provided a presentation on the future of pharmacy to 200 students at CAL.</i></p> <p><b>4th Qtr 09/10:</b> <i>Executive Officer Herold presented information about the Board of Pharmacy and ongoing projects at a California Society of Health-System Pharmacists Board of Directors Meeting in Sacramento.</i></p> <p><i>Executive Officer Herold and Supervising Inspector Ratcliff presented information about the Board of Pharmacy and answered questions about pharmacy law to 60 Costco Northern California pharmacy managers.</i></p> <p><i>Board Member Kajioka provided presentations to students at the University of the Pacific about new pharmacy law and projects at the Board of Pharmacy.</i></p> <p><i>Supervising Inspector Nurse made a presentation about drug thefts and robberies from pharmacies at a day-long San Diego Pharmacy Conference hosted by the federal Drug Enforcement Administration. Over 100 pharmacy representatives attended.</i></p> <p><i>Board President Schell and Executive Officer Herold hosted a booth at the annual National Association of Boards of Pharmacy Meeting in Orange County.</i></p> <p><i>Inspector Toevs provided a presentation about lowering drug costs at a community meeting hosted by Senator Liu in Los Angeles</i></p> <p><i>Executive Officer Herold presented information about the board's compounding requirements and other key board issues to a meeting of the Bay Area Pharmacy Directors at Stanford.</i></p> <p><i>Executive Officer Herold attended a conference hosted by the California Endowment on Building Quality and Equitable Health Care Systems in Los Angeles.</i></p> <p><i>Board Member Schell and Executive Officer Herold participated in a High Risk Drug Task Force Meeting, hosted by the California Hospital Association.</i></p> <p><i>Executive Officer Herold attended a Medication Safe Alliance Conference in San Francisco hosted by the Pharmacy Foundation of California.</i></p> <p><i>Executive Officer Herold presented information on the role of the executive officer at the Department of Consumer Affairs Board Member Orientation in Sacramento.</i></p>
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**1st Qtr 10/11:** *Executive Officer Herold presented information about preventing medication errors, the Board of Pharmacy's mandate and ongoing projects at a DCA-hosted meeting of consumers in Sacramento. The FDA also provided information during event.*

*Executive Officer Herold provided information about the CIWMB's drug take back guidelines at a CalRecycle Hearing focusing on a draft report to the Legislature (the board also submitted written comments following this hearing).*

*Executive Officer Herold provided comments on a hospital repopulation policy developed by the California Hospital Association with the Department of Public Health via conference call. (This document was finalized in October.)*

*Executive Officer Herold provided information about the board's ongoing activities at the NACDs Technology Meeting in San Diego.*

*Executive Officer Herold attended an invitation only conference at UCSF on pharmacy leadership, which focused on inpatient facilities.*

*President Weisser and Board Member Veale hosted a board information booth at the Indian Pharmacist Annual Meeting in Orange County.*

*Executive Officer Herold provided a presentation to 300 attendees on California's e-pedigree requirements to pharmaceutical company compliance staff at the 2010 PDMA Sharing Conference in San Diego.*

*Executive Officer Herold participated as a member of the National Association of Pharmacy Board's Task Force on Recommended Revisions to the federal Controlled Substances Act. Participation was via telephone call because out of state travel would have been required to physically attend the meeting.*

*Executive Officer Herold and Board Liaison Joshua Room provided information about California's e-pedigree requirements at the GS1 workshop conference in San Francisco.*

*Executive Officer Herold presented information about preventing medication errors, the Board of Pharmacy's mandate and ongoing projects at a DCA-hosted meeting of consumers in Sacramento. The FDA also provided information during event.*

*Executive Officer Herold provided information about the CIWMB's drug take back guidelines at a CalRecycle Hearing focusing on a draft report to the Legislature (the board also submitted written comments following this hearing).*

*Executive Officer Herold provided comments on a hospital repopulation policy developed by the California Hospital Association with the Department of Public Health via conference call. (This document was finalized in October.)*

*Executive Officer Herold provided information about the board's ongoing activities at the NACDs Technology Meeting in San Diego.*

*Executive Officer Herold provided information about the board's Intern Fact Sheet Project to students at the University of the Pacific who are working on fact sheets for the board.*

	<p><b>2nd Qtr 10/11:</b> Board Vice President Kajioka provided information about the board's consumer materials to a group of 150 consumers at a consumer education event in Assemblymember Hayashi's district. Executive Officer Herold attended an invitation only conference at UCSF on pharmacy leadership, which focused on inpatient facilities. President Weisser and Board Member Veale hosted a board information booth at the Indian Pharmacist Annual Meeting in Orange County.</p> <p><b>3rd Qtr 10/11:</b> Executive Officer Herold provides a presentation on California's e-pedigree requirements via video conference to FDA's Track and Trace Workshop. DEA and board cohost day-long conference for pharmacies of controlled substances. Due to interest and success, more conferences planned. Executive Officer Herold provides a presentation about California's identification of the heparin recall failures in 2008 and participates in a two-day workshop hosted by the PEW Trust in Washington DC.</p> <p><b>2nd Qtr 11/12:</b> Supervising Inspector Hunt represented the board at a public fair for seniors convened by Assemblymember Hayashi in San Leandro. Executive Officer Herold and Supervising Inspector Coyne staffed a board information booth at CSHP's annual meeting Seminar in Orange County. President Weisser, Executive Officer Herold and Assistant Executive Officer Sodergren represented the board at a meeting to discuss standardized directions for use and translations of directions for use on prescription container labels, a follow up to the California Endowment's funding of the translated labels.</p> <p><b>3rd Qtr 11/12:</b> Board staffs an information booth about the board's program at the annual California Pharmacists Association Meeting in Sacramento. Assistant Executive Officer Sodergren provides a presentation about the board at a consumer focus meeting at the California Pharmacists Association Meeting in Sacramento. Executive Officer Herold attends the NCPDP Technology Meeting in San Diego, the standards setting group for electronic data transmissions in pharmacy to describe the requirements of California's e-pedigree requirements. Executive Officer Herold and Assistant Executive Officer Sodergren provide a presentation to 15 members of a Chinese delegation visiting the United States on California pharmacy law. Executive Officer Herold provides a presentation to 200 pharmacy students at Touro University on the board's enforcement program and accessing board services.</p> <p><b>4th Qtr 11/12:</b> Supervising Inspector Hunt, Associate Analyst Sue Durst and Public Information Officer Jan Jamison attend a Senior Scam Stopper Seminar in Stockton. Dr. Hunt provided a presentation on consumer awareness involving pharmacy services, and Ms. Durst and Ms. Jamison staffed an</p>
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